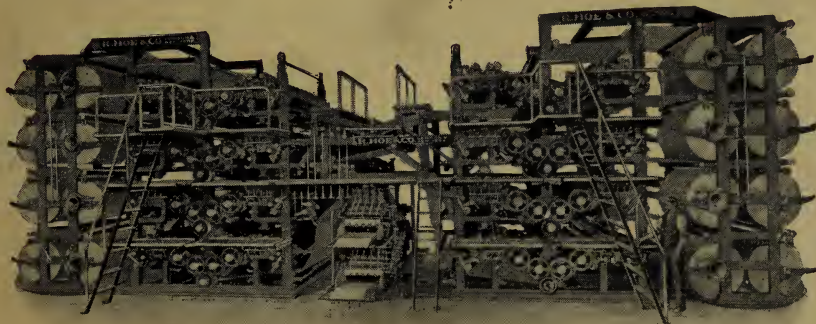


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H67h

IN THE SOUTH  
COTTON IS KING



AND  
THE HOE PRESS  
MONARCH OF PRINTING MACHINES

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DEDICATED TO  
THE PUBLISHERS AND PRINTERS  
OF THE SOUTH  
IN RECOGNITION OF  
THEIR UNCHANGING SUPPORT,  
ENABLING US TO MAINTAIN THE  
HIGHEST GRADE OF  
MANUFACTURE IN THE WORLD

---

R. HOE & CO.

Copyright, 1906  
by  
R. HOE & CO.

## DIXIE LAND OF THE TWENTIETH CENTURY

**T**HERE is no better evidence of the rapid development and constantly increasing prosperity of the South than the fact that so many of its daily newspapers are ordering, or have recently installed, new plants of the best and latest improved machinery. The growth in circulation and influence of the newspapers is generally an excellent criterion of the progress of town, city or country, and the fact that so many of those of the South have lately taken such pronounced strides to the front, and that the publishers there are no longer satisfied with the cheap machinery sometimes used, but have turned to the very best manufactured, clearly shows the genuine prosperity of that section of the country and that the entire South has stepped up to a higher level and taken a commanding place in the world's progress, both intellectually and industrially, of the twentieth century.

It will therefore be interesting to look at the illustrations on the following pages, which show some of the presses manufactured by R. Hoe & Co. and now used in printing the newspapers of the new South. They represent the best and most efficient in printing machinery and are most enduring monuments to the progressive enterprise and intelligence of the publishers and readers of Dixie Land.



## THE SOUTH KNOWS A GOOD THING WHEN IT SEES IT

WE have now in course of construction, or have already installed, our Improved Rotary Web Perfecting Presses for the following offices in the South:

### MARYLAND

#### BALTIMORE AMERICAN.

Two Double Sextuple Presses.

#### BALTIMORE HERALD.

One Quadruple Press.

“ Combination Sextuple or Color and Quadruple Press.

#### BALTIMORE NEWS.

One Double Sextuple Press.

“ Straight-Line Sextuple Press.

#### BALTIMORE SUN.

Four Quadruple Presses.

### DISTRICT OF COLUMBIA

#### WASHINGTON TIMES.

Two Double Quadruple (or Octuple) Presses.

#### GOVERNMENT PRINTING OFFICE.

Several Web Perfecting Presses printing the Congressional Record, Pamphlets, Post-Office Registry Cards, etc., besides many smaller machines for postage stamps, revenue stamps, bank notes, bonds, etc.

#### GLOBE PRINTING CO.

Two Rotary Web Perfecting Presses for general pamphlet printing.

#### ALONZO O. BLISS CO.

One Rotary Web Perfecting Press printing almanacs, booklets, etc.

## VIRGINIA

### RICHMOND JOURNAL.

One Three-Deck Straight-Line Press.

### NORFOLK DISPATCH.

One Three-Deck Straight-Line Press.

### NORFOLK LANDMARK.

One 16-Page Press.

### NORFOLK PUBLIC LEDGER.

One 16-Page Press.

### NORFOLK VIRGINIAN-PILOT.

One 32-Page Press with Color Attachment.

### LYNCHBURG NEWS.

One 12-Page Press.

## WEST VIRGINIA

### WHEELING REGISTER.

One 32-Page Press with Color Attachment.

## GEORGIA

### ATLANTA CONSTITUTION.

One Quadruple (32-Page) Press.

“ 24-Page Supplement Press.

### ATLANTA JOURNAL.

One Quadruple (32-Page) Press. •

“ Supplement Press with Color Deck added.

### SAVANNAH NEWS.

One 24-Page Supplement Press.

### SAVANNAH PRESS.

One 24-Page Supplement Press.

### MACON NEWS.

One Single-Roll Press.

## KENTUCKY

### LOUISVILLE COURIER-JOURNAL.

One Sextuple Press.

“ 24-Page Supplement Press.

### LOUISVILLE HERALD.

One 24-Page Supplement Press.

## NORTH CAROLINA

### CHARLOTTE OBSERVER.

One Two-Deck Straight-Line Press.

### MORAVIAN FALLS YELLOW JACKET.

One Single-Roll Press.

## SOUTH CAROLINA

### CHARLESTON NEWS AND COURIER.

One 24-Page Supplement Press.

### COLUMBIA STATE.

One Two-Deck Straight Line Press.

## LOUISIANA

### NEW ORLEANS PICAYUNE.

Two Quadruple (32-Page) Presses. One with four-roller ink distribution and other special features for fine half-tone illustrated work.

### NEW ORLEANS TIMES-DEMOCRAT.

One Double Sextuple Press.

## TENNESSEE

### NASHVILLE AMERICAN.

One Three-Deck Straight-Line Press.

### NASHVILLE BANNER.

One Quadruple (32-Page) Press.

### MEMPHIS COMMERCIAL APPEAL.

One Four-Deck Press arranged for colors.

### MEMPHIS NEWS-SCIMITAR.

One Four-Deck Press with Color Attachment.

“ Sextuple Press.

### CHATTANOOGA MEDICINE CO.

One improved Almanac Web Perfecting Press with folder, cover and wire stapling attachments. Prints almanacs of 16, 20, 24 or 32 pages and delivers them in book form, with covers stapled on, at the running speed of 24,000 copies per hour. Also almanacs of 40, 48, or 56 pages, at 12,000 per hour.



## MISSOURI

ST. LOUIS GLOBE-DEMOCRAT.

Three Double Quadruple (or Octuple) Presses.

One Combination Sextuple or Color and Quadruple Press.

ST. LOUIS POST-DISPATCH.

Two Combination Sextuple or Color and Quadruple Presses.

“ 24-Page Supplement Presses.

ST. LOUIS REPUBLIC.

Two Supplement Presses to which decks have been added.

One Combination Sextuple or Color and Quadruple Machine.

ST. LOUIS WESTLICHE POST.        }  
“ ANZEIGER DES WESTENS.        }

One Three-Deck Straight-Line Press.

KANSAS CITY STAR.        }  
“ “ TIMES.        }

One Double Quadruple (or Octuple) Press.

Five Supplement Presses with decks added.

## MISSOURI

ST. JOSEPH NEWS-PRESS.

Two Quadruple (32-Page) Presses.

## TEXAS

DALLAS NEWS.

One Sextuple Press.

GALVESTON NEWS.

One 24-Page Supplement Press.

HOUSTON CHRONICLE.

One Four-Deck Press with Color Attachment.

HOUSTON POST.

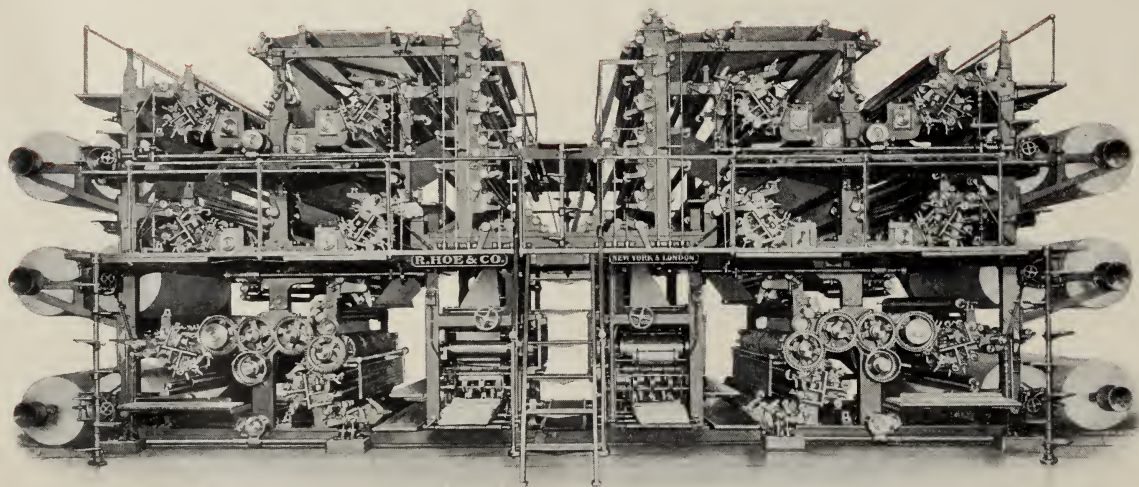
One Four-Deck Press with Color Attachment.

FORT WORTH TELEGRAM.

One 16-Page Ideal Press.

BEAUMONT ENTERPRISE.

One Two-Deck Straight-Line Press with Color Attachment.



DOUBLE SEXTUPLE NEWSPAPER PERFECTING PRESS

# R. HOE & CO.'S DOUBLE SEXTUPLE NEWSPAPER PERFECTING PRESS

## RUNNING SPEED PER HOUR

With Four Folders and Two Deliveries

96,000 4, 6, 8, 10, or 12 page papers

72,000 14 or 16 page papers

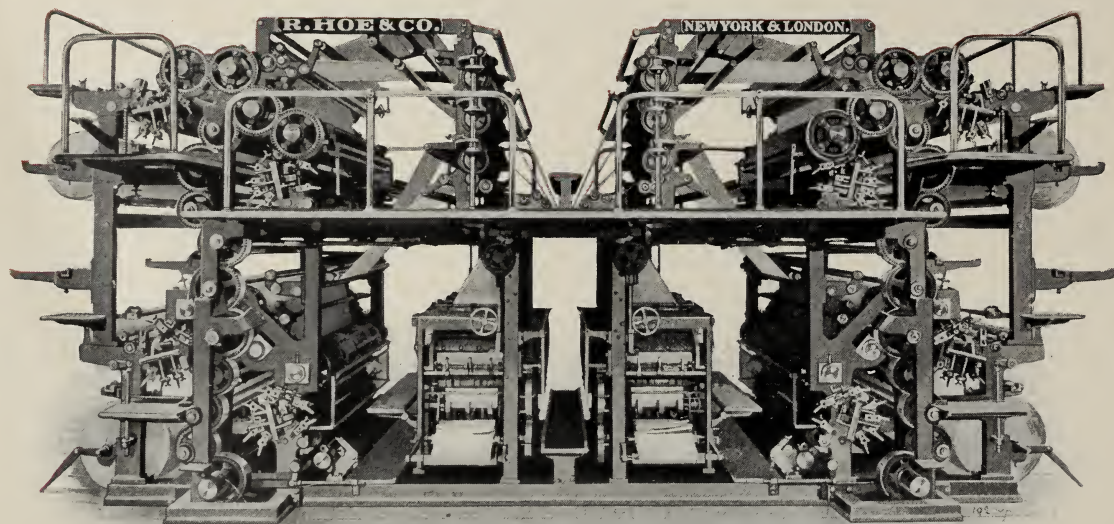
48,000 18, 20, 22, or 24 page papers

Folded, counted and pasted, if desired

Other products with a greater number of pages at proportionate speeds

---

The Baltimore American has two of these Double Sextuple Presses, the Baltimore News one, and we are making one for the New Orleans Times-Democrat. They are also being extensively adopted by papers of large circulation in other sections of the country. The Chicago American has two, the Boston American two, and similar machines have been ordered for the Boston Herald and other papers.



DOUBLE QUADRUPLE (OR OCTUPLE) NEWSPAPER PERFECTING PRESS  
WITH CENTRAL FOLDERS



R. HOE & CO.'S DOUBLE QUADRUPLE (OR OCTUPLE)  
NEWSPAPER PERFECTING PRESS  
WITH CENTRAL FOLDERS

CAPACITY PER HOUR

With Four Deliveries

96,000 4, 6 or 8 page papers	48,000 14 or 16 page papers
72,000 10 page papers	36,000 20 page papers
60,000 12 page papers	24,000 18, 24, 28 or 32 page papers

Folded, counted, and pasted if desired

These presses are used very generally throughout the country, as well as abroad

The St. Louis Globe-Democrat has three

“ Kansas City Star one, besides other machines

New York Times four

“ “ Daily News two

“ “ Morning Telegraph one

Buffalo News one

Chicago Tribune six

Washington Times two

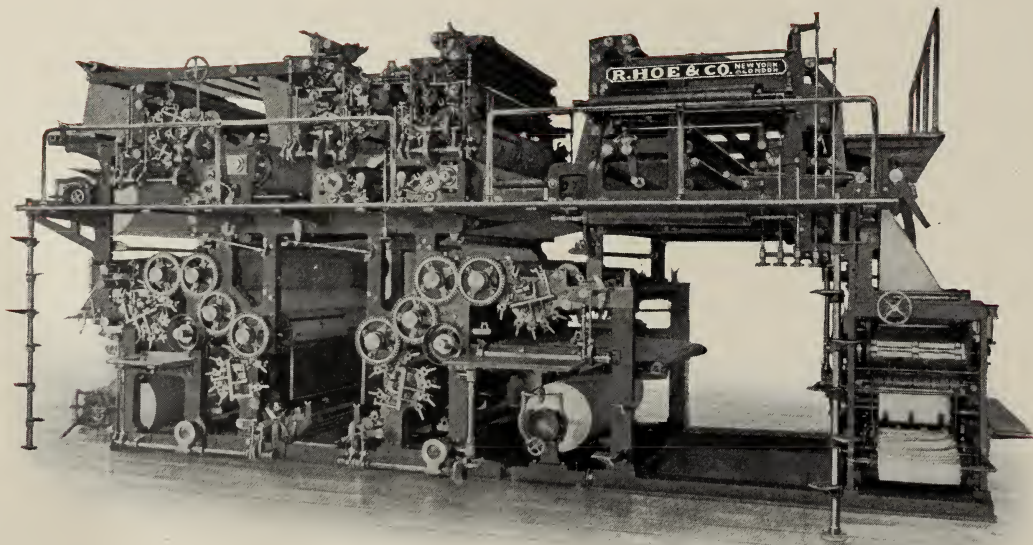
Manchester Sporting Chronicle two

News of the World (London) two

Le Petit Parisien (Paris) four

AWARDED GRAND PRIZE ST. LOUIS 1904





COMBINATION SEXTUPLE OR QUADRUPLE AND COLOR PERFECTING PRESS  
REGULAR PATTERN

# R. HOE & CO.'S COMBINATION SEXTUPLE OR QUADRUPLE AND COLOR PERFECTING PRESS

## CAPACITY PER HOUR

### When Running as a Sextuple, with Three Rolls of Paper

- 48,000 4, 6, 8, 10 or 12-page papers, the sheets all inset, with the first and the last page printed in two colors if desired, or all in black
- 24,000 14, 16, 18 or 20-page papers, the sheets all inset, with the first, the last and two of the inside pages printed in two colors if desired, or all in black
- 24,000 16, 20 or 24-page papers, collected, with the first and the last page of both sections printed in two colors if desired, or all in black

### When Running as a Color Quadruple, with Two Rolls of Paper

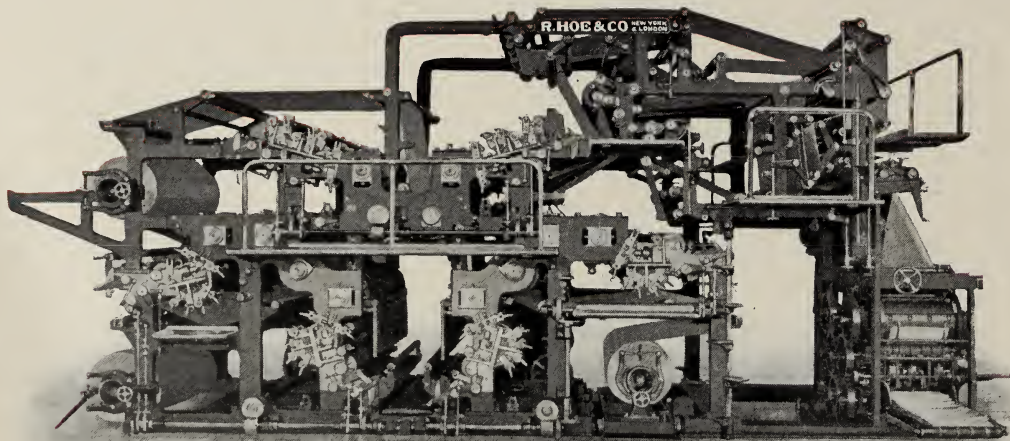
- 48,000 4, 6 or 8-page papers, the sheets all inset, with the first and the last page printed in four colors or less
- 24,000 10, 12, 14 or 16-page papers, the sheets all inset, with the first, the last and two of the inside pages printed in four colors or less
- 24,000 16-page papers, collected, with the first and the last page of both sections printed in four colors or less
- 12,000 20, 24 or 28-page papers, collected, with the first, the last and two of the inside pages of both sections printed in four colors or less

---

These presses are used by the following newspapers in the South:

BALTIMORE HERALD  
ST. LOUIS GLOBE-DEMOCRAT

ST. LOUIS POST-DISPATCH  
" REPUBLIC



SEXTUPLE NEWSPAPER PERFECTING PRESS

REGULAR PATTERN

## R. HOE & CO.'S SEXTUPLE NEWSPAPER PERFECTING PRESS

CAPACITY PER HOUR

With Two "Formers" and Two Deliveries

48,000 4, 6, 8, 10 or 12 page papers, all the sheets inset  
24,000 14, 16, 18, 20, 22 or 24 page papers, all the sheets inset  
24,000 16, 20 or 24 page papers, collected  
12,000 28 or 32 page papers, collected

All folded, counted and pasted if desired

---

Our Sextuple Presses and Combination Sextuple and Color Quadruple Presses are used by the following papers in the South :

BALTIMORE NEWS

" HERALD

MEMPHIS NEWS-SCIMITAR

LOUISVILLE COURIER-JOURNAL

DALLAS NEWS

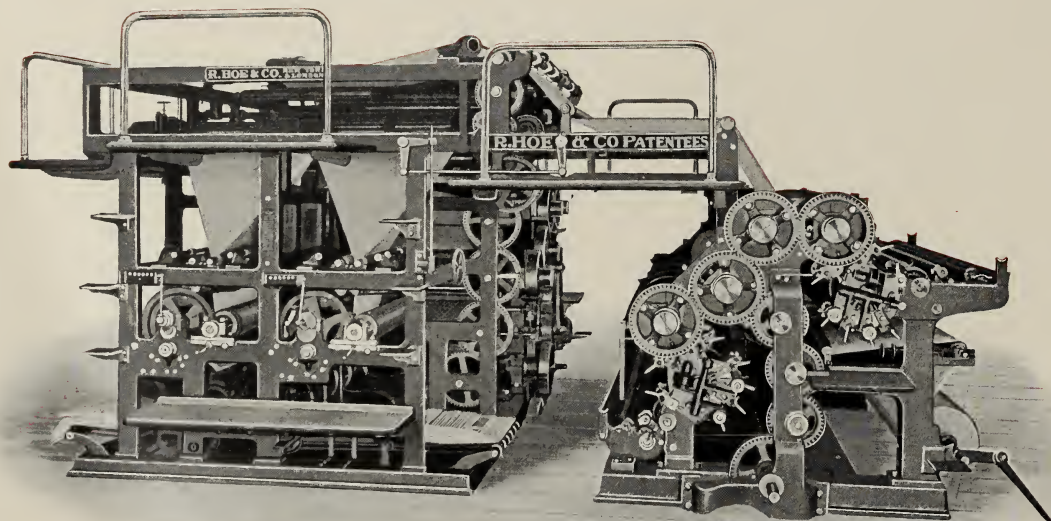
ST. LOUIS GLOBE-DEMOCRAT

" POST-DISPATCH

" REPUBLIC

and by newspaper publishers in almost every other large city in the country





CONDENSED QUADRUPLE NEWSPAPER PERFECTING PRESS



R. HOE & CO.'S QUADRUPLE NEWSPAPER  
PERFECTING PRESS, TWO ROLLS,  
FOUR PLATES WIDE

CAPACITY PER HOUR

With Double Folder and Two Deliveries

48,000 4, 6, or 8 page papers

24,000 10, 12, 14 or 16 page papers

12,000 20, 24, 28 or 32 page papers

Folded, counted and pasted if desired

---

Among the newspapers in the South using our Double-Width Quadruple Presses are the following:

BALTIMORE SUN (four)

“ HERALD

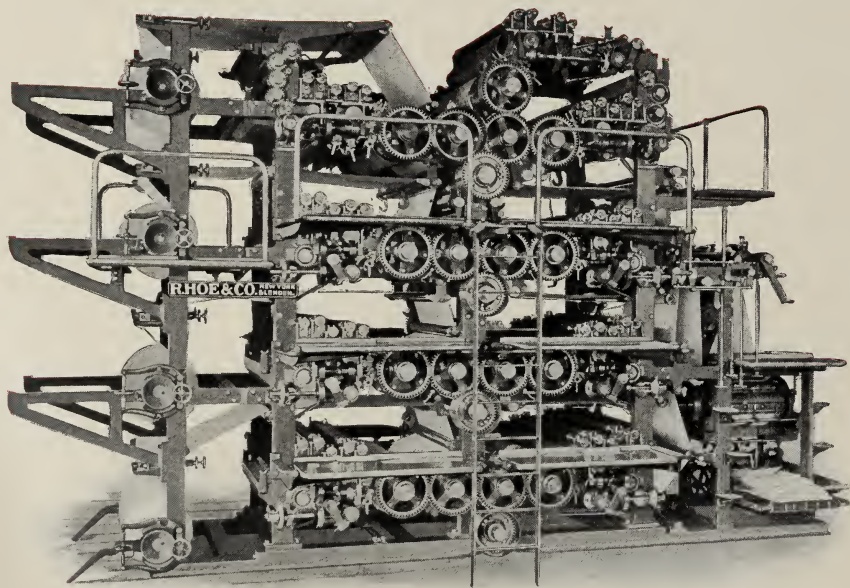
ATLANTA CONSTITUTION

“ JOURNAL

NASHVILLE BANNER

NEW ORLEANS PICAYUNE (two)

ST. JOSEPH NEWS-PRESS (two)



FOUR-ROLL TWO-PLATE-WIDE NEWSPAPER PERFECTING PRESS  
STRAIGHT LINE PATTERN

(The patents for which belong to R. Hoe & Co.)

## R. HOE & CO.'S FOUR-ROLL TWO-PLATE-WIDE NEWSPAPER PERFECTING PRESS

RUNNING SPEED PER HOUR

With Single Folder and One Delivery

24,000 4, 6, 8, 10, 12, 14 or 16 page papers, the sheets all inset

12,000 20, 24, 28, or 32 page papers, collected

Folded, counted and pasted if desired

The illustration shows the addition of a color cylinder on the top deck, to enable the printing of an extra color on the two outside pages of the various products enumerated above. With this additional cylinder the machine can also be used to give four printings on the outside pages, at the following running speeds per hour :

24,000 4, 6, 8, 10 or 12-page papers, the sheets all inset, with the two outside pages in four printings or less

12,000 16, 20 or 24-page papers, collected, with the two outside pages of both sections in four printings or less

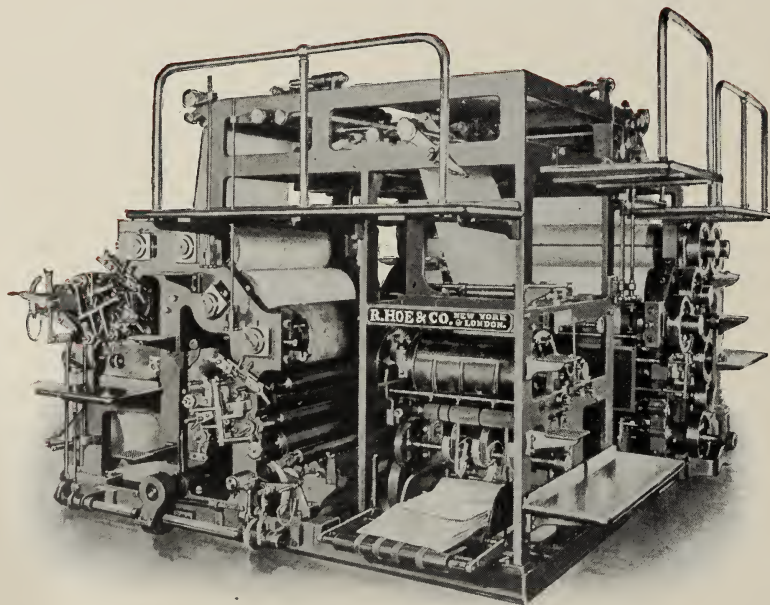
Among the Newspapers in the South using our four-deck Presses are

MEMPHIS COMMERCIAL APPEAL (Arranged for Colors)

“ NEWS-SCIMITAR (with Color Attachment)

HOUSTON CHRONICLE (with Color Attachment)

“ POST “ “ “



TWENTY-FOUR-PAGE SUPPLEMENT NEWSPAPER PERFECTING PRESS

# R. HOE & CO.'S 24-PAGE SUPPLEMENT PRESS

## CAPACITY PER HOUR

24,000 4, 6, 8, 10 or 12 page papers, all inset  
12,000 16, 20 or 24 page papers, collected

Folded, counted and pasted if desired

---

Presses of this style are used by :

CHARLESTON NEWS & COURIER  
ATLANTA CONSTITUTION  
SAVANNAH NEWS  
" PRESS

LOUISVILLE HERALD  
GALVESTON NEWS  
ST. LOUIS POST-DISPATCH (two)  
And many others

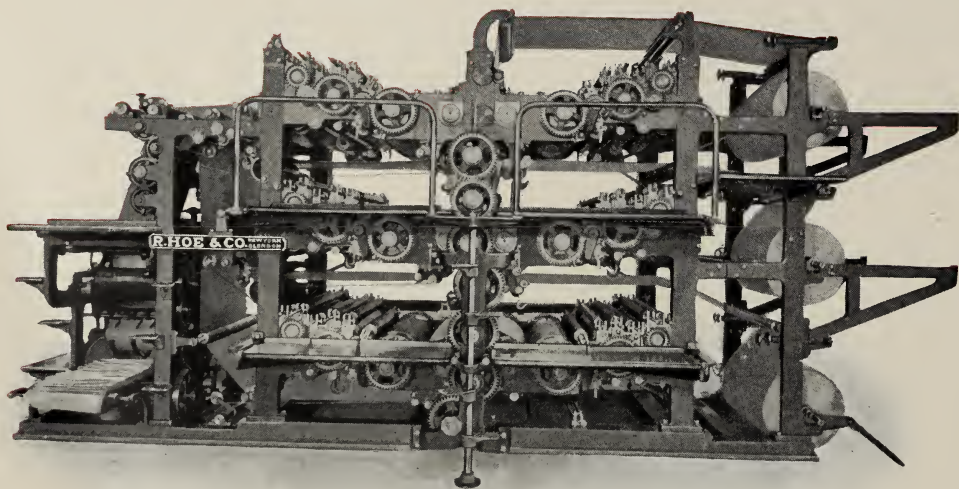
Similar presses with decks added :

ATLANTA JOURNAL  
ST. LOUIS REPUBLIC (two)

KANSAS CITY STAR (five)  
NORFOLK VIRGINIAN-PILOT

WHEELING REGISTER





THREE-ROLL TWO-PLATE-WIDE NEWSPAPER PERFECTING PRESS  
STRAIGHT-LINE PATTERN

(The patents for which belong to R. Hoe & Co.)

## R. HOE & CO.'S THREE-ROLL TWO-PLATE-WIDE NEWSPAPER PERFECTING PRESS

### CAPACITY PER HOUR

24,000 4, 6, 8, 10 or 12 page papers, the sheets all inset

12,000 16, 20 or 24 page papers, collected, *i.e.*, composed of two 8 page, two 10 page and two 12 page sections, respectively

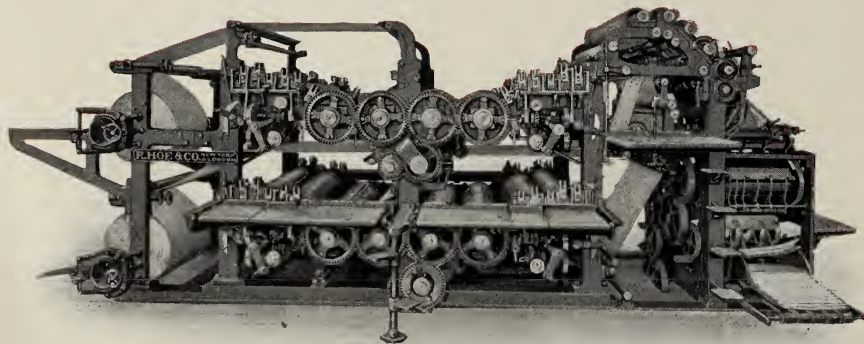
Folded, counted and pasted if desired

---

Among the newspapers in the South using our Three-Roll Two-Plate-Wide Presses are:

RICHMOND JOURNAL  
NORFOLK DISPATCH  
NASHVILLE AMERICAN

ST. LOUIS WESTLICHE POST  
" ANZEIGER DES WESTENS



TWO-ROLL TWO-PLATE-WIDE NEWSPAPER PERFECTING PRESS  
STRAIGHT-LINE PATTERN

(The patents for which belong to R. Hoe & Co.)

R. HOE & CO.'S TWO-ROLL TWO-PLATE-WIDE  
NEWSPAPER PERFECTING PRESS  
WITH PATENTED IMPROVED ROTARY FOLDER

CAPACITY PER HOUR

20,000 4, 6 or 8 page papers, the sheets all inset  
10,000 10, 12 or 16 page papers, the sheets all inset

Folded, counted and pasted if desired

---

Among the newspapers in the South using our Two-Roll Two-Plate-Wide Presses are the following :

NORFOLK PUBLIC LEDGER

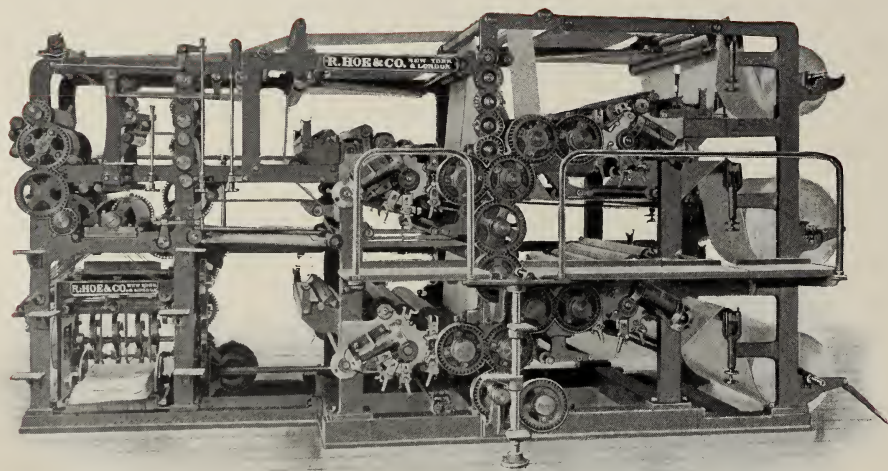
" LANDMARK

LYNCHBURG NEWS

COLUMBIA STATE

CHARLOTTE OBSERVER

BEAUMONT ENTERPRISE (with Color Attachment)

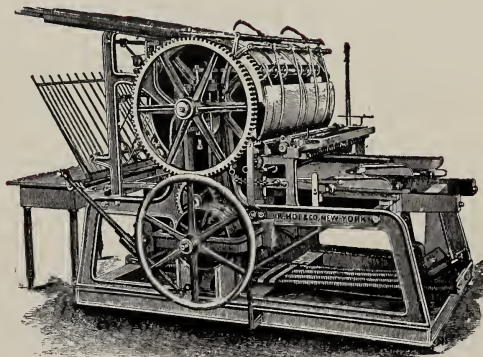


R. HOE & CO.'S IDEAL NEWSPAPER PERFECTING PRESS  
DESIGN E

Capacity : 12,000 papers per hour of 4, 6, 8, 10, 12, 14 or 16 pages  
The Fort Worth Telegram is printed on one of these presses



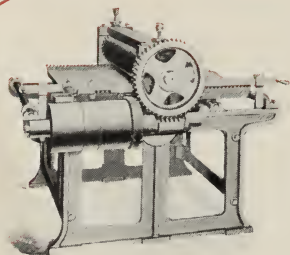
## THEY LAST A LIFETIME



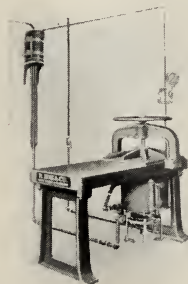
**T**HIS illustration shows one of our Two-Roller Drum Cylinder Presses which has been used in the job office of the New Orleans Picayune for forty years and respecting which the Manager of that paper wrote under date of Jan. 16, 1906 : “It should be overhauled and would then last another twenty-five years for poster work.”

Similar machines, many of them having had considerably longer service, can be seen in almost every town and city in the country, bearing constant testimony to the durability and efficiency of the Hoe press.

It is certainly interesting to compare this old press, having a capacity of about 1,000 impressions an hour, with the Improved Quadruple Presses (shown on page 16) on which The Picayune is now printed, each capable of turning out complete newspapers, all folded, cut, pasted and counted, at the rate of 48,000 copies an hour.



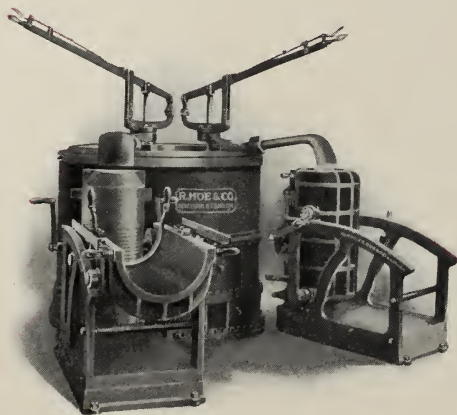
IMPROVED MATRIX ROLLING  
MACHINE



PATENTED INDEPENDENT STEAM  
GENERATOR

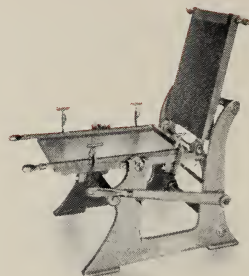
For supplying steam to Stereotype Matrix-  
Drying Tables, using gas for fuel.

WE MANUFACTURE THE  
MOST COMPLETE AND  
UP-TO-DATE LINE OF  
STEREOTYPING, ELECTRO-  
TYPING AND PHOTO-  
ENGRAVING MACHINERY

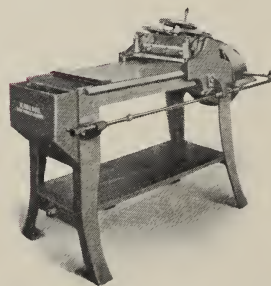


IMPROVED METAL FURNACE AND PUMPS

Used in connection with New "Equipoise" Moulds for casting  
curved stereotype plates. A valuable time and labor-saving  
apparatus which will soon repay the cost of installation

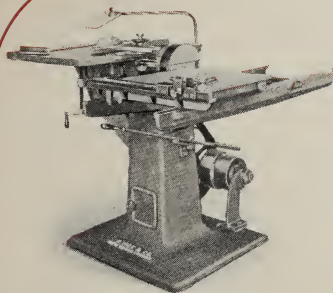


FLAT CASTING MOULD  
With cored lid and adjustable bar

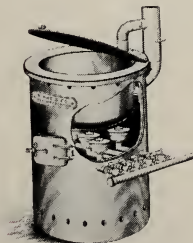


POWER SCREW-DRIVEN SHAVING  
MACHINE

Best adapted for use in newspaper offices, and  
is the most powerful shaver made



COMBINED SAW TABLE  
AND TRIMMER



LINOTYPE GAS FURNACE

Melts the metal quickly, with a minimum  
consumption of gas

HIGHEST AWARD, CHICAGO, 1893  
HIGHEST AWARD, BUFFALO, 1901



GRAND PRIZE, ST. LOUIS, 1904

R. HOE & CO.

504-520 Grand Street, New York, U.S.A.

Also at

192 Devonshire Street	-	-	-	Boston, Mass.
143 Dearborn Street	-	-	-	Chicago, Ill.
Borough Road	-	-	-	London, S.E., Eng.



ROTARY MATRIX DRIER  
Heated by gas



LINOTYPE SAW TABLE

Designed especially to meet the  
demand for a small and con-  
venient saw for Linotype work

THE FOLLOWING ARE AMONG THE OFFICES USING  
**R. HOE & CO.'S** ROTARY PERFECTING PRESSES FOR PRINTING NEWSPAPERS,  
 MAGAZINES, PERIODICALS, BOOKS, PAMPHLETS, ETC.

THE AMERICAN .....	New York City	COLLIER'S WEEKLY.....	New York City	THE EXPRESS.....	Buffalo, N.Y.
EVENING JOURNAL.....	"	WM. GREEN.....	"	THE COMMERCIAL.....	"
THE GLOBE.....	"	Printing illustrated peri-	"	WORLD'S DISPENSARY	"
THE HERALD.....	"	odicals, magazines, etc.	"	MED. ASSO.....	"
EVENING TELEGRAM.....	"	WYNKOOP, HALLEN-	"	GEO. F. DARROW.....	Ogdensburg, N.Y.
EVENING MAIL.....	"	BECK, CRAWFORD CO.	"	General pamphlet work	"
DAILY NEWS.....	"	Doing General Printing	"	DEMOCRAT & CHRONI-	"
THE PRESS.....	"	ISAAC GOLDMAN CO....	"	CLE .....	Rochester, N.Y.
EVENING POST.....	"	Printing periodicals and	"	UNION & ADVERTISER.	"
THE SUN.....	"	other publications	"	POST-EXPRESS.....	"
MORNING TELEGRAPH.	"	J. J. LITTLE & CO.....	"	THE PRESS.....	Utica, N.Y.
THE TIMES.....	"	Magazine Work	"	THE PRESS .....	Binghamton, N.Y.
THE TRIBUNE.....	"	METHODIST BOOK	"	THE REPUBLICAN .....	"
THE WORLD.....	"	CONCERN.....	"	TIMES-UNION .....	Albany, N.Y.
STAATS-ZEITUNG.....	"	Printing the Christian	"	EVENING JOURNAL .....	"
NEW YORKER-ZEITUNG	"	Advocate and various Sun-	"	THE ARGUS.....	"
NEW YORKER HEROLD	"	day-school periodicals	"	J. B. LYON CO.....	"
NEW YORKER REVUE...	"	A. D. PORTER CO.....	"	POST-STANDARD .....	Syracuse, N.Y.
JEWISH DAILY NEWS...	"	Printing periodicals	"	THE TELEGRAM .....	"
JEWISH MORNING	"	CAREY PRINTING CO...	"	THE TIMES .....	Troy, N.Y.
JOURNAL.....	"	Printing periodicals	"	THE GAZETTE.....	Schenectady, N.Y.
ABEND BLATT.....	"	FRANK TOUSEY'S PUB-	"	THE UNION .....	"
JEWISH WORLD.....	"	LISHING HOUSE .....	"	THE STAR.....	"
ARBEITER ZEITUNG....	"	Printing periodicals	"	THE ADVERTISER.....	Elmira, N.Y.
JEWISH HERALD.....	"	TROW DIRECTORY,	"	EVENING RECORDER ..	Amsterdam, N.Y.
VOLKS ADVOCAT.....	"	PRINTING AND	"	THE CITIZEN.....	Auburn, N.Y.
VOLKSZEITUNG.....	"	BOOK-BINDING CO....	"	THE BULLETIN.....	Philadelphia, Pa.
THE PEOPLE.....	"	ORANGE JUDD CO....	"	GERMAN DAILY	"
WALL STREET JOURNAL	"	Printing Farm and Home	"	GAZETTE.....	"
THEO. L. DEVINNE & CO.	"	THE EAGLE.....	Brooklyn, N.Y.	THE INQUIRER.....	"
Magazine Work	"	STANDARD-UNION.....	"	THE ITEM.....	"
HARPER & BROTHERS..	"	THE TIMES.....	"	NORTH AMERICAN....	"
Magazine Work	"	ARBuckle BROTHERS..	"	THE PRESS .....	"
CHAS. SCRIBNER'S SONS	"	Printing premium lists,	"	PUBLIC LEDGER .....	"
Magazine Work	"	wrappers, etc.	"	THE RECORD .....	"
NORMAN L. MUNRO'S	"	AMERICAN COFFEE CO.	"	EVENING TELEGRAPH..	"
PUB. HOUSE.....	"	Printing pamphlets, etc.	"	SUNDAY TRANSCRIPT..	"
Printing Periodicals	"	THE NEWS.....	Buffalo, N.Y.	DR. D. JAYNE & SON...	"
P. F. COLLIER & SONS..	"	THE ENQUIRER.....	"	Printing Almanacs, etc.	"
Printing Books	"	THE COURIER.....	"	THE DISPATCH.....	Pittsburg, Pa.



THE TIMES ..... Pittsburg, Pa.  
 THE NEWS ..... " "  
 THE POST ..... " "  
 THE TIMES ..... Chester, Pa.  
 THE REPUBLICAN ..... " "  
 DAILY LOCAL NEWS... West Chester, Pa.  
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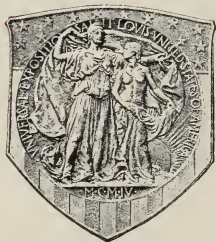
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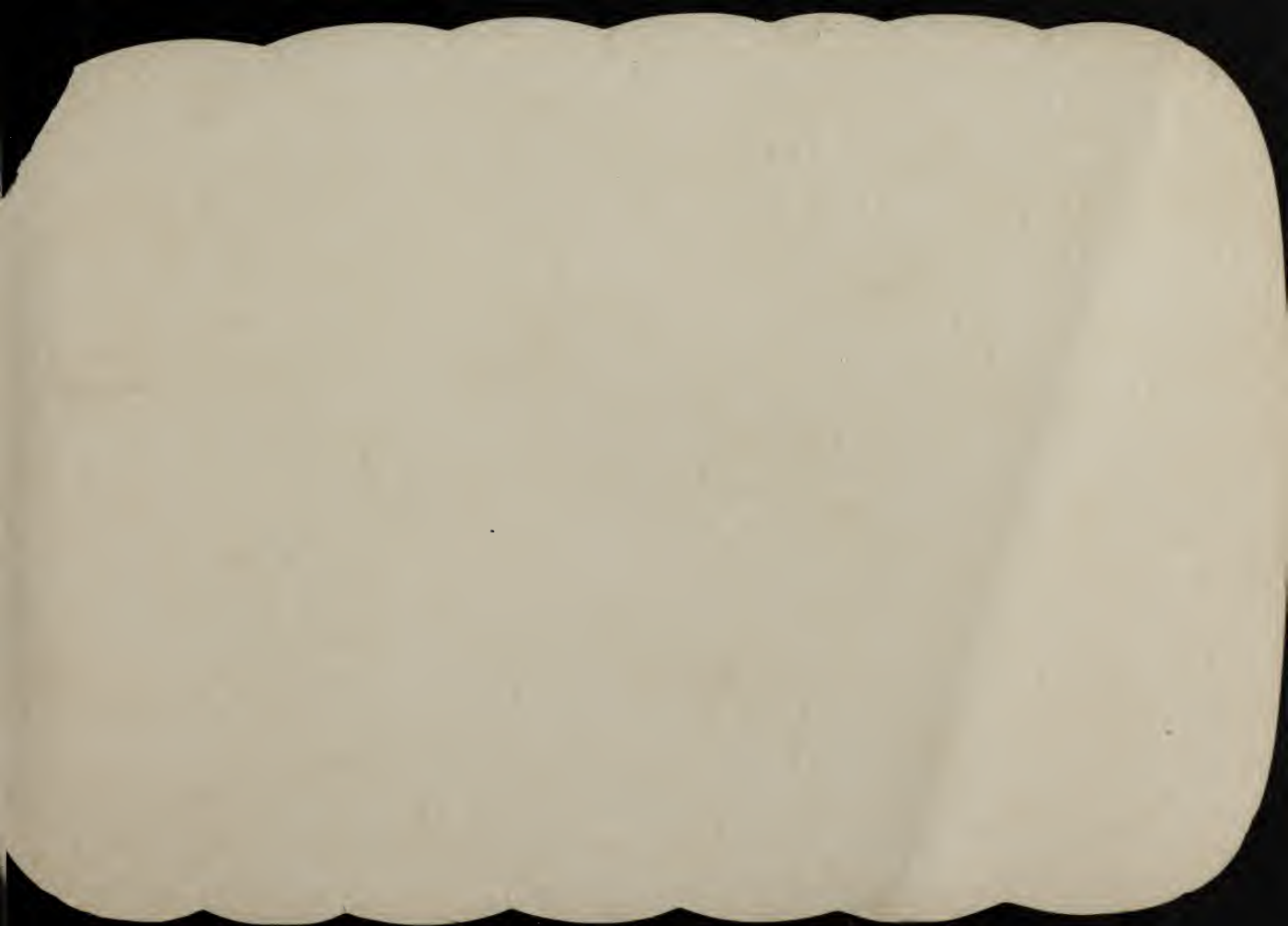
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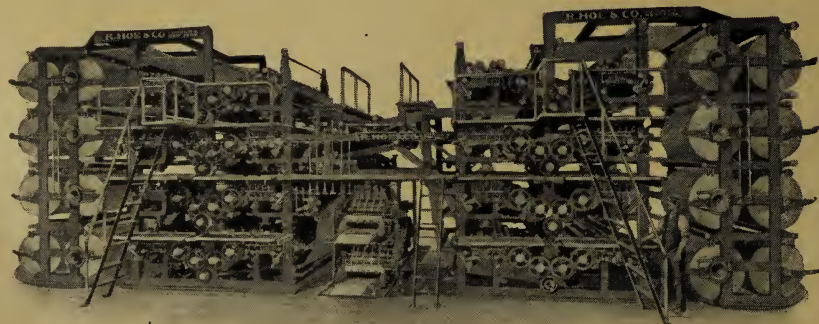
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